PO 101: Simulation 2 (20 Points)

I want our class to be fun, interesting, and interactive. Learning occurs not just by hearing, but also by doing. Therefore, to analyze one or more national issues (Student Learning Goal #3 in the syllabus), we will simulate the work of an interest group during class on **April 7 and 9**. You will work in teams to write the script and shoot the video for a **30–90 second advertisement** on behalf of an interest group of your choice from the list at this website. My only exception is that no group can prepare an ad for the U.S. Chamber of Commerce—I want my running example in the lecture to inspire you, but I don't intend for you to imitate it. At my signal, groups will assemble in one of two classrooms to prepare their ads, and dry erase markers will be provided so that students can use whiteboards for planning and visual-aid purposes. During the work sessions, feel free to view interest-group political ads on YouTube! (Here are the Chamber of Commerce ads from lecture: ad 1 and ad 2) **Your ad must accurately convey your interest group's opinion about one or more issues in current events and reflect the U.S. political culture of individualism and political ideology of limited government (chapters 4, 8, and 12 of *American Difference*).** Have fun and be creative as you prepare your ad! Once your video is ready, the student who filmed the ad will upload it to his or her Erskine OneDrive account and then e-mail me the link. Everyone will return to our regular classroom to admire your handiwork! Once the videos have played, we'll discuss the activity if we have time, and then you will be dismissed from class.

Here are the assigned teams, based on a random number generator:

Team 1	**Team 2**
Rylee Bath	Josiah Burson
Duvine Beebe	Brynlee Drake
Xavier Carr	Kiki Gregory
Beckett Driggers	Hakeem Holmes
Gavin Gonzalez	Talan Laburda
Maine Johnson	Preston Murphy
Tyler Koester	Joenathan Peeples
Flen Larkin	Rob Spaulding
Nelson Marcello	Conner Speller
Tyranny McGowan	Kayla Stanley
Riley Salsbury	Josh Thomas
Genesis Young	Logyn Wells

Your advertisement will be worth 20 points and will be graded according to the following criteria:

- *Duration*. Your ad should run between 30 and 90 seconds. If it is shorter or longer, the deduction will be 3 points.
- *Delivery*. Your ad should contain effective delivery (e.g., good eye contact with the camera, varied tone of voice, and no unnecessary words such as "uh"). An error will be worth 1.5 points.
- *Creativity*. Prepare an ad that you would find interesting. Include dramatic music, write a skit, include visual aids on the whiteboard, or add appropriate humor! Feel free to view interest-group political ads on YouTube for inspiration! An error will be worth 3 points.
- *Accuracy*. I encourage you to conduct research on the issue(s) in your ad; please cite your source(s). Also, your ad must accurately convey your interest group's opinion about one or more issues in current events and reflect the U.S. political culture of individualism and political ideology of limited government (chapters 4, 8, and 12 of *American Difference*). Each error will be worth 1.5 points.
- *Depth and logical consistency*. In addition to stating your interest group's view on the issue, justify your position with valid arguments and evidence. An error will be worth 1.5 points.
- *Academic integrity*. I plan to run a transcript of your ad through anti-plagiarism software. Please see the syllabus for the academic integrity policy for our class.
- *Staying for the entire activity*. If you leave before the end of class and have not received permission from me, there will be a deduction of 10 points.

You're welcome to work ahead on the advertisement or wait until class time on the 7th.

Please attend class to be eligible for the full 20 points. Unless you have an excused absence, you will **not** be eligible to make up the missed points. (Students must be present during the class session in which the final advertisement is recorded.)